



**Johnson Drive Economic Development Zone  
Draft Supplemental Environmental Impact Report  
Neighborhood Meeting  
October 22, 2015**

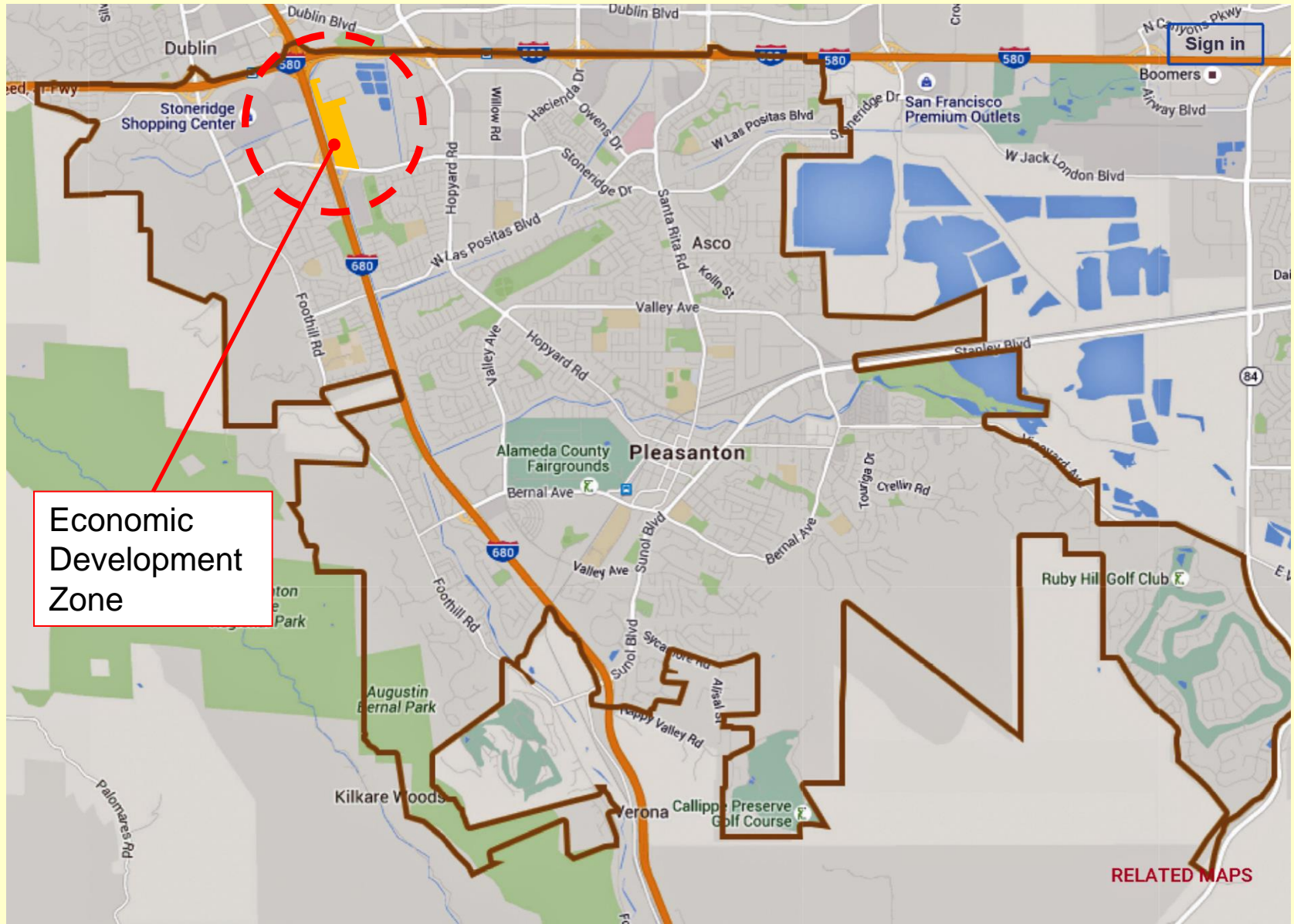
# Presentation Overview

- ☐ Introduction
- ☐ Purpose of this meeting
- ☐ Description of the proposed EDZ
- ☐ CEQA and City review processes
- ☐ How to comment on the Draft SEIR

# Purpose of this Meeting

- Provide an overview of the Johnson Drive Economic Development Zone (JDEDZ) Project
- Provide an overview of the CEQA and EIR process, and the Draft SEIR prepared for the JDEDZ
- Provide information on how to provide public input on the Draft SEIR
- Receive public input on the content of the Draft SEIR

# JDEDZ Locational Map



# JDEDZ Aerial Map



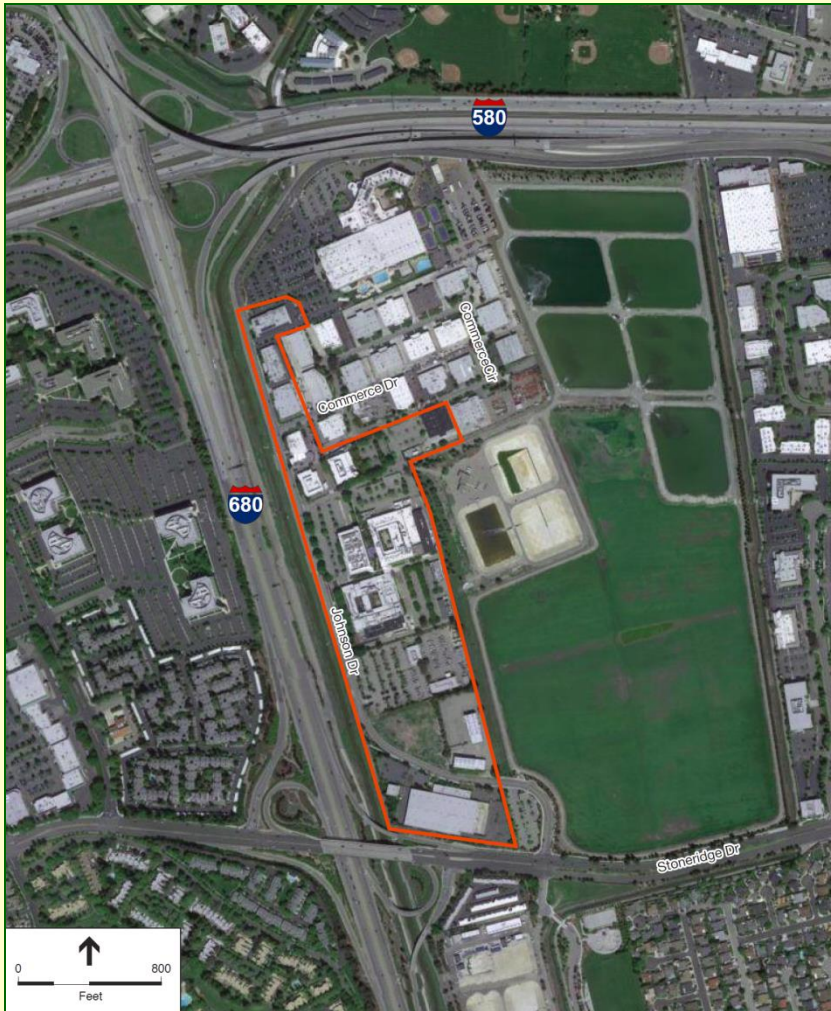


# JDEDZ Project Objectives

- Provide a consistent framework for the City's review and approval of new uses and projects in the EDZ project area and encouraging investment in and adding value to the properties within the project area;
- Maximize the benefits of the location of the EDZ project area as an infill site located along transportation corridors and near transit by encouraging the development of both locally and regionally accessible uses in the project area; and
- Encourage the development of a diverse mix of uses in the City that would promote long-term economic growth by generating substantial new revenues for the City.

# Description of the Proposed JDEDZ

12 parcels at Johnson Drive and Commerce Circle, next to I-580 and I-680



- The JDEDZ would facilitate future development and redevelopment
- Existing uses continue until development is proposed for specific parcels
- Mix of future uses: retail, hotel, recreational, office, industrial, etc.
- Development would occur over a first phase (Phase I) and subsequent later phases

# Description of the Proposed JDEDZ

## Summary of JDEDZ Development Characteristics

Land Use or Other Characteristic	Unit	Existing Development	Phase I Development (Parcels 6, 9, and 10)	Full Buildout <sup>1</sup>
Employees	Jobs	369	642	1,149
General Retail	Square Feet	38,903	62,403	246,440
Club Retail	Square Feet	-	148,000	148,000
Commercial Service	Square Feet	123,165	123,165	-
Office	Square Feet	15,070	15,070	-
Industrial	Square Feet	27,550 <sup>3</sup>	27,550	27,550
Hotel	Square Feet	-	88,000	88,000
Institutional/Religious	Square Feet	20,000	20,000	-
Total new gross building space	Square Feet	-	<b>259,500</b>	<b>285,302</b>
Total gross building space	Square Feet	<b>224,688</b>	<b>484,188</b>	<b>509,990</b>

<sup>1</sup> Inclusive of all phases of development, including Phase I.

<sup>2</sup> Includes 100% of population and 50% of employment.

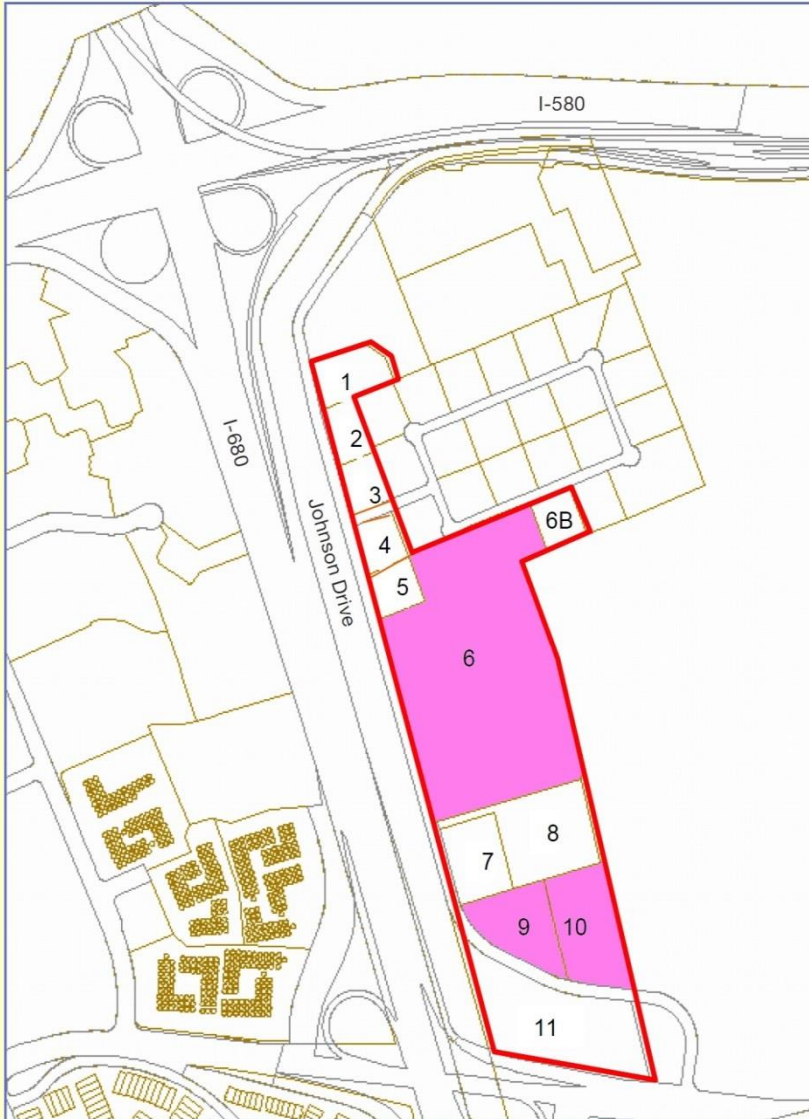
<sup>3</sup> Does not include square footage of structures demolished independently of the proposed EDZ.

Ac = Acres

SF = Square Feet



# Description of the Proposed JDEDZ



- Phase I: Parcels 6, 9, and 10
- Approximately 285,302 square feet of new uses
- Club retail, general retail, and hotel

# JDEDZ Proposed Uses

Uses	Allowed Uses
Appliance sales and repair, provided repair services shall be incidental to retail sales	P
Art galleries and artists' supplies stores	P
Assisted Living Facilities	C
Bars and brew pubs, as defined in PMC Chapter 18.08	C
Bicycle shops	P
Bookstores and rental libraries	P
Candy stores	P
Churches and similar religious and meeting facilities in existing structures	C
Clothing and costume rental establishment	P
Clothing, shoe, and accessory stores	P
Commercial radio and television aerials, antennas, and transmission towers with design review approval specified under PMC Chapter 18.20, having a minimum distance of 200 feet from the property lines of all of the following:	C
Copying and related duplicating services and printing/publishing services using only computers, copy machines, etc., not including lithographing, engraving, or such similar reproduction services	P
Delicatessen stores	P
Department stores	P
Department store tire, battery and accessory shops	P
Drugstores and prescription pharmacies	P
Dry goods stores	P
Financial Services (in-line only, no freestanding)	C
Financial Services (ancillary to approved uses such as ATM's)	P
Florists	P
Food market including supermarkets, convenience markets, and specialty stores	P
Garden centers, including plant nurseries	P
General office uses (including computer centers)	P
Gift shops	P
Gymnasiums and health clubs with less than 50,000 square feet.	C
Hardware stores	P
Hobby shops	P
Hotels and motels	C
Ice cream sales	P
Incidental services for employees on a site occupied by a permitted use	P
Interior decorating shops	P
Jewelry stores	P
Laboratories, commercial, testing, research, experimental or other, including pilot plants	C
Laundries and dry cleaners where service is provided	C
Leather goods and luggage stores	P

Uses	Allowed Uses
Massage establishments where four or more massage technicians provide massage services at any one time. Massage establishments within gymnasiums and health clubs shall meet the requirements of Chapter 6.24	C
Massage establishments where three or fewer massage technicians provide massage services at any one time. Massage establishments within gymnasiums and health clubs shall meet the requirements of Chapter 6.24	P
Meeting halls	C
Membership warehouse club including gas, tire, and carwash service	P
Microbreweries (as a form of restaurant)	P
Music stores	P
Newsstands	P
Office buildings	P
Offices, including, but not limited to medical, business, professional, and administrative offices	P
Paint, glass and wallpaper shops	P
Pet and bird stores	P
Photographic studios	P
Photographic supply stores	P
Picture framing shops	P
Plant shops	P
Recreation and sport facilities, indoor, which cannot meet the recreation and sport facility criteria as written in the use category below	C
Recreation and sport facilities, indoor, with more than 20 users in the facility at any one time, and with no massage services or with massage services of three or fewer massage technicians at any one time. Massage establishments within recreation and sports facilities shall meet the requirements of Chapter 6.24	P
Restaurants and soda fountains not including drive-thrus or drive-ins, except drive-thru coffee uses	P
Schools and colleges, including trade, business, music and art schools, but not including general purpose or nursery schools	C
Shoe stores	P
Specialty stores selling those items normally sold in department stores	P
Sporting goods stores, no firearm sales	P
Sporting goods stores with firearm sales	C
Theaters and auditoriums	P
Toy stores	P
Tutoring with no more than 20 students at the facility at any one time are permitted uses subject to the following conditions:	P
Watch and clock repair shops	P

# Purpose of Environmental Review

The purpose of an Environmental Impact Report (EIR), prepared per the requirements of the California Environmental Quality Act (CEQA), is to:

- **INFORM** decision-makers and the public of the project's potential environmental effects
- **ENGAGE** the public in the environmental review process
- **AVOID and/or REDUCE** potential impacts of the project with alternatives and/or mitigation measures

# Environmental/Planning Review Background

- 2009: The City completed a General Plan update, including an update to the Economic and Fiscal Element, and EIR
- 2012: The City completed its Housing Element and Climate Action Plan and associated General Plan Amendment and Rezoning, and SEIR
- City's proposal for the Johnson Drive EDZ builds on the Economic and Fiscal Element of the General Plan, and subsequent Rezoning
- Johnson Drive EDZ requires a Supplemental EIR (supplemental to the General Plan EIR, and the Housing Element and Climate Action Plan SEIRs)

# CEQA and Planning Review Process



\* Includes 60-day public review period



# Less Than Significant Environmental Impacts

The proposed EDZ would have a less than significant impact with or without mitigation in the following areas:

- Biological Resources
- Cultural Resources
- Hazards and Hazardous Materials
- Noise
- Public Services and Utilities (Water Supply)
- Aesthetics
- Land Use
- Noise
- Public Services and Utilities

# Significant Environmental Impacts

The proposed EDZ would have a significant impact in the following areas:

- Air Quality
- Transportation and Traffic

# Air Quality

- **Impact:** Operational emissions would result in a considerable net increase of criteria pollutants and precursors (NOx and PM10)
- Mitigation: Transportation Demand Management measures where feasible
  
- **Impact:** Uses would conflict with or obstruct implementation of the applicable air quality plan.
- Mitigation: Construction contract specifications to reduce diesel emissions
  
- **Impact:** Operational emissions would result in cumulative criteria air pollutant (NOx and PM10) air quality impacts
- Mitigation: Transportation Demand Management measures where feasible

# Transportation and Traffic

- **Impact:** Effects on intersection levels of service resulting in vehicle queue spillback and an impact at the intersection of Johnson Drive and the park and ride lot.
- Mitigation: Installation of traffic signals and road improvements including new lanes and turn lanes on Commerce Drive, Johnson Drive, Stoneridge Drive, and a second on-ramp lane to NB I-680
- **Impact:** Effects on freeway ramp levels of service at merge/diverge areas within I-680
- Mitigation: Freeway improvement projects such as the second phase of I-680/I-580 interchange improvements

# Alternatives

1. No Project
2. Reduced Retail
3. Partial Buildout



# How to Comment on the Draft SEIR

- Verbal comments during this meeting: Please fill out a comment card (available at back of room)
- Public comment period for the Draft SEIR ends on November 16, 2015
  - Email comments to: [eluchini@cityofpleasantonca.gov](mailto:eluchini@cityofpleasantonca.gov)
  - Mail comments to:  
Johnson Drive Economic Development Zone Project DSEIR  
c/o Eric Luchini, Associate Planner  
City of Pleasanton Community Development Department  
Planning Division  
200 Old Bernal Avenue, Pleasanton, 94566-0802

# Opportunities for Public Involvement

Provide written comments on Draft SEIR (public comment period extended to Nov. 16)

Attend Neighborhood/Community Meeting #2,  
TBD date/location

Planning Commission and City Council  
meetings (estimated winter 2015/16)

# **For More Information:**

**City Website for the DSEIR for the  
Johnson Drive EDZ:**

<http://www.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=26442>

Hard Copies and CD's Available Upon Request